Partner Summit 2024

Adapt. Accelerate. Amplify.

Be Prepared For The Mountains And Beyond

START JOURNEY
Today's agenda

9:00 AM  Duda overview and product visions
10:45 AM  Networking
11:15 AM  Core product updates: Unlocking new opportunities
12:00 PM  Lunch
1:30 PM  Productivity & scale with Duda
2:15 PM  eCommerce and transactional websites
3:00 PM  Duda's engineering philosophy
3:45 PM  Partner presentation: Solocal
4:30 PM  Happy hour and evening event
Wed Evening’s Event

What: Dinner, Drinks, Amazing Views, and Networking!

When: 5:00 - 9:00 PM

Where: Folsom Field
2400 Colorado Ave
Boulder, CO 80305
Welcome

Company overview and product vision
Speakers

Itai Sadan
CEO & Co-Founder

Amir Glatt
CTO & Co-Founder

Oded Ouaknine
CRO
A very short history of Duda

- 2010: Itai and Amir build a tool that converts desktop sites into mobile web sites
- 2014: Responsive editor is launched
- 2016: Doubling down on web pros only
- Today: Empowering web pros with innovation and AI
To empower web professionals to create the next generation of web experiences
Duda’s focus is on delivering high-performing websites quickly and at scale now powered by AI.
1 million active websites
22K+ customers globally
Launched in 2010, Duda is comprised today of an incredible team of ~180 web experts working out of 7 locations across the U.S., U.K., Brazil, Canada, Ukraine and Israel.
G2 ranks Duda as the **Leader with the highest satisfaction score in the website builder category**

Data from G2 2024 Report (Website Builders for Small Businesses). G2 is the technology marketplace for business software and services reviews.
Award-winning innovation

Winner of 4 Siinda 2024 Digital Marketing and Innovation Awards:

- Digital Innovation and SMB Support
- Innovation Through Leveraging AI
- Mobile Products
- Location Platforms and Lead Generation (Duda + Insites)
The 2024 state of Websites
What an SMB needs from their website is rapidly evolving.

While SMBs could once compete with a simple web presence, that is no longer enough.
SMBs need more from their websites than ever

1995
Have a basic website to be found online
SMBS need more from their websites than ever

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Have a better website than your competitor
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2018
Step up your SEO game with rich content
SMBs need more from their websites than ever

- **1995**: Have a basic website to be found online
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- **2012**: Make sure your site is mobile friendly
- **2018**: Step up your SEO game with rich content
- **2024**: Now you also need to catch user’s attention faster...
  ...and transact online...
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- **20--**: ...and leverage AI to stay ahead while also competing with AI by having a unique voice.
Empowering web pros

Next generation of websites
Your clients’ customer expectations are changing

Thanks to the rise of omni channel retail, consumers now expect unified, seamless experiences across multiple channels.

- At the point of sale (POS)
- From their mobile
- From their desktop
- On social media
The power of going omni channel

- 90% of consumers use multiple devices to complete a task like making a purchase
- 91% more customers compared to single-channel businesses
- 90% of consumers expect consistent experiences across channels
- 251% increase in consumer engagement when using multiple channels

https://capitaloneshopping.com/research/omnichannel-statistics/
But most service based SMBs are missing out

only 10% of non-retail SMBs currently transact online

Source: Siinda Survey
The opportunity for **SMB clients**

Create an additional revenue channel while increasing overall business growth, customer loyalty and satisfaction.
The opportunity for agencies

Drive business growth and increase client satisfaction and stickiness by embedding your agency further into your clients’ business.
Transactional websites

Websites that cater to a broader range of transactions beyond traditional retail (eCommerce):

Accept payment for services, tickets, vouchers, online booking, digital products, donations, and more
Transactional sites help SMBs blend their online and offline experiences.
Let’s explore some

Omni channel examples
Omni channel for Restaurants
Omni channel for Lawn care businesses
Omni channel for Boutique gyms

Edith Berg

The Ultimate Beginners Program

Details
- 30 Min
- $300.00 USD
- 30 Participants

Upcoming Sessions

- Monday, March 20, 2023
  - Group Warm-up
    - 10:00 AM - 12:00 AM
    - 1 hour
- Monday, March 20, 2023
  - Fitness Workshops
    - 10:00 AM - 12:00 AM
    - 1 hour
- Monday, March 20, 2023
  - Individual Challenge
    - 10:00 AM - 12:00 AM
    - 1 hour
eCommerce for agencies serving non-retail clients

Flexibility to sell *anything* online

App and POS integrations

Custom, fully-responsive designs

Scalability with automation and AI
Use AI to suggest transactional opportunities, create content, and optimize for SEO.
Empowering web pros

Next generation of websites

Transactions

Users
Personalization

Personalize the web experience to every user with triggers (first-time user vs. returning, IP, Source) and actions (notification bars, pop-ups, etc.)

- First Time User
- Returning User
- IP
- Source
Empowering web pros

Next generation of websites

Transactions

Users

Data driven websites

AI - Assisted
Automate page creation & maintenance with Dynamic Pages

- Speed up page creation by connecting to internal or external content collections or databases.
- Design one page and automatically create all additional service or location pages.
- Use AI to populate pages with content at scale.
Make sitewide content changes with Connected Data

- Keep site content automatically up-to-date by connecting site widgets to an internal or external database.
- Common use cases: business hours, social links, multi location info, image gallery, metadata (including description, title, link, alt text, etc.)
Build a Landing Page that Converts
Empowering web pros

Next generation of websites

Transactions

Users

Data driven websites

Design

AI - Assisted
Build fully responsive, super flexible designs, in a fraction of the time

- Your customers require a better looking unique websites that looks great on all device.
- With Editor 2.0, you can build exactly what your clients want: a fully responsive pixel-perfect sites without compromising on design or performance.
- Allow you team to concentrate on delivering clients their dream sites, in half the time.
Empowering web pros

Next generation of websites

Productivity

AI - Assisted

Transactions

Users

Data driven websites

Design
There is never enough time or resources.

- Launching new initiatives
- Optimizing existing assets
AI to the rescue
What you can learn from agencies’ adoption of AI

We surveyed 200 agency leaders on their plans for AI in 2024. See report.

Source: AI Agency Survey (Duda)
Achieving faster growth with AI

Expect AI to help them scale their businesses faster.

Source: AI Agency Survey (Duda)
Expanding markets served with AI

86% of agency owners expect AI to help them go down market and serve more diverse clients in 2024.

Source: AI Agency Survey (Duda)
Improving efficiency with AI

Expect AI to help them speed up time-consuming workflows like content creation.

Source: AI Agency Survey (Duda)
Agencies have a wide range of tools available to them, but some deliver more value than others.
But is it all rainbows and unicorns?
Limitations of external AI

- Lacks business context
- Disconnected from work
- No methods for quality control
Advantages of embedded AI

- Context aware = Relevant content
- Disconnected from work
- No methods for quality control
Advantages of embedded AI

- Context aware = Relevant content
- Native workflows = More efficiency
- No methods for quality control
Advantages of embedded AI

- Context aware = Relevant content
- Native workflows = More efficiency
- Org controls = More consistency
Removing the toggling tax

Removing the toggling tax

2 SECONDS
Average cost of every task switch

1,200/DAY
Times workers toggle between apps and websites

4H/WEEK
Reorienting after toggling to a new application

5 WEEKS
Of annual time at work spent reorienting

Embedded AI use cases

01 Content
Create hyper targeted content at scale to boost campaign performance

02 Design
Instantly generate and layout text, images and other elements to achieve holistic design

03 Optimize
Streamline ongoing SEO and accessibility to ensure site quality
Create hyper-targeted content at scale

Leverage AI and Dynamic Pages to create targeted SEO or PPC landing pages at scale.

- Build hundreds of audience-specific landing pages for the effort of one.
- Use AI to generate relevant content and automatically populate pages via API.
- Boost search visibility, reach more audiences with targeted messaging, and increase conversions.
Speed up holistic design

Instantly generate sections, entire pages and simple websites based on user submitted data, site context, internal controls, and best practices.

- Empower non designers
- Reduce back and forth with stakeholders
- Deliver faster
Streamline SEO for site performance

Flag and fix issues in seconds by generate missing SEO metadata and image alt text in a few clicks

- Boost site rankings
- Ensure accessibility
- Implement SEO best practices 9x faster
Business controls for consistent output

- **Profiles** automatically incorporate in each prompt business info, best practices, and other guidelines.
- **Prompt libraries** save popular or recommended prompts in libraries for reuse across the organization.
- **Permissions** lock down who can use the AI in which areas for examples SEO, content generation, or design.
Embedded AI for better results

- Context aware content creation
- Native workflows
- Organization controls
- Built to your needs
Empowering web pros

Next generation of websites

Productivity

Transactions

Users

Data driven websites

Design

Performance

AI - Assisted
Duda is a leader in Google's Core Web Vitals.
Empowering web pros

Next generation of websites

Transactions

Users

Data driven websites

Design

Integration & expansion

Performance

Productivity
Extensibility of Duda
The platform you can make your own

- Apps, APIs, Widgets, Templates and Sections give you the ability to extend Duda further, beyond the platform Duda provides.
- Our extendability allows you to add tools and products directly into the website experience, powering native experiences.
50+ Apps and counting
Compliance
Compliant web presence for SMBs

We’re entering the era of tech regulation and now is the time to get ahead of it for your clients.

Accessibility
Spend the time to build fully accessible websites via the Duda editor or use AudioEye to automate accessibility & compliance.

Privacy
Document data collection policies & services, display a cookie banner, create a privacy policy, and more. Duda also has a suite of privacy focused tools to help ensure SMBs comply.

Security & Reliability
Duda handles security requirements. We are ISO 27001 certified, and we implement many industry OWASP standards by default.
A complete end-to-end solution for agencies and SaaS platforms looking to scale their business.
How we plan our product roadmap
How do we decide on our roadmap?

- Our Vision
- Customers Insights
- Market trends
- Internal Innovation
Our vision
To empower web pros to create the next generation of web experiences

Rich web experience
- High partner productivity
  - duda

Limited web experience
- Low partner productivity
  - WordPress
  - Shopify
  - Wix
  - WiX

We want to be here!
Customer insights

- Idea board & enterprise requests
- Our community
- User interviews & feedback
- User data
Strategic insights from customers
Customers spend many hours outside of Duda on planning, creating content, and optimizing sites.

3H/8D

3 hours on avg in the editor vs 8 days process building a site

Source: Duda BI
Customers spend many hours outside of Duda on planning, creating content, and optimizing sites. +9.3% of users do a lot of prep on the website outside of Duda.

Source: Product Survey 2024
43% Decide on the site theme styles (cross-site colors, fonts, etc)

39% Create a sitemap (listing the pages the site will include)

44% Write/generate all or the majority of the site's content (text)

55% Collect content (text) from the client

36% Define what features/apps will be on the site (contact form, membership, apps, etc)

60% Of users do a lot of prep on the Collect site images from the client
Customers want much more design flexibility.

"More control that doesn't need to be custom coded."

"More flexibility in the tools when applying in the design."

"More freedom to move the layouts and text boxes around."
... also within each widget

Fix major contact form design issues

1. Option to have an inline form like most websites subscribe to newsletter submission. To the right of a single field or within the field.
2. Option to reduce the spacing between fields and button.
3. Option to have an icon button.
4. Option to remove the default 15px padding.
5. Add border-radius to fields.
...BUT not at the expense of efficiency and ease of use
Some important trends influencing our plans
AI opens new opportunities to do things we couldn’t do before
AI opens new opportunities to do things we couldn’t do before.

Based on this distribution, here are 2–3 action items:

1. Enhance Organic and Paid Search Efforts: Since the majority of leads are coming from organic and paid searches, investing more resources in SEO and carefully targeted paid search campaigns could yield even more leads.

2. Leverage Social Media Channels: The significant number of leads generated from social media suggests that these channels are effective. Consider increasing engagement and targeted advertising on these platforms.

3. Explore and Optimize Unknown Sources: A substantial number of leads are categorized as ‘unknown’. Identifying these sources and understanding their potential could lead to more effective targeting and optimization strategies.
Simple sites can be generated using AI
SMBs need more from their websites than ever

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...and leverage AI to stay ahead while also competing with AI by having a unique voice.
Google adding INP to Core Web Vitals

Interaction to Next Paint becomes a Core Web Vital on March 12

Interaction to Next Paint will officially become a Core Web Vital and will replace First Input Delay on March 12.
Internal innovation

Hackathons and workshops
### Site List

<table>
<thead>
<tr>
<th>SITES (1405)</th>
<th>STATUS</th>
<th>SUBSCRIPTION</th>
<th>LABELS</th>
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<tbody>
<tr>
<td>tallevi48724db3</td>
<td>Site not published</td>
<td>Unpublished</td>
<td>Business+</td>
</tr>
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<td>Unpublished</td>
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<td>Site not published</td>
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</tr>
</tbody>
</table>
How do we execute on all this data?
Duda R&D

- Core
- Scale
- Advanced Sites
Duda R&D

Group vision
Ensure Duda's core capabilities help web professionals build and design next-generation websites for their clients quickly and easily

Key theme
Efficient design flexibility
Duda R&D

Group vision
Supercharging business productivity and enabling high quality website creation at scale

Key theme
Use AI to optimize the entire workflow including planning, building, and optimizing
Duda R&D

Group vision
Empower SMBs to maximize site value by generating online revenue

Key theme
Help partners move SMBs to transact online with the power of AI
We cater to small improvements as well.
Product overview

DIFM Tools
- Client mgmt
- Client billing
- Site Comments
- Team permissions
- Multi-site dashboard
  - AI Assistant
  - Site Auditor
  - Site Planner

Integration & Customization
- API
- Custom Assets
- Webhooks
- Widget builder
- White Label
  - App Store (50 partner apps)

DIY Tools
- AI based Simple Editor
- Feature locks
- Custom plans
- Custom publish flow

Website Functionality
- Blog
- eCommerce & payments
- CMS & Dynamic Content
- Membership
- Personalization
- Stats

Website Editor
- Widgets
- Core Designer
- Templates & Sections
- Website performance
- SEO
- Media manager

Infrastructure
- Hosting
- Security
- Domains
- Backup & data integrity
- CDN
- SSL Certs

= 2024 Focus
+ = AI included
Fresh from the oven
Thank you!